

**Table 16.13-- AVERAGE PAID CIRCULATION OF DAILY AND SUNDAY
ENGLISH-LANGUAGE NEWSPAPERS: 1991-92 TO 1994-95**

[Averages for 12-month periods ended in March. Foreign-language daily newspapers, not included in this table, are the *Hawaii Hochi*, Japanese and English; and *United Chinese Press*, Chinese]

| Newspaper | 1991-92 | 1992-93 | 1993-94 | 1994-95 |
|------------------------------------|----------------|----------------|----------------|----------------|
| Daily: | | | | |
| The Honolulu Advertiser 1/ | 100,804 | 104,665 | 104,461 | 105,793 |
| Honolulu Star-Bulletin 2/ | 87,809 | 87,052 | 82,489 | 79,796 |
| Hawaii Tribune-Herald (Hilo) 3/ | 20,193 | 20,058 | 19,688 | 19,773 |
| West Hawaii Today (Kailua-Kona) 3/ | 11,698 | 11,860 | 11,667 | 11,559 |
| Maui News (Wailuku) 4/ | 18,494 | 18,968 | 19,222 | 18,816 |
| Garden Island (Lihue) 4/ | 7,478 | 7,558 | 7,679 | (NA) |
| Sunday morning: | | | | |
| The Honolulu Advertiser 5/ | 198,676 | 197,597 | 195,577 | 195,166 |
| Hawaii Tribune-Herald (Hilo) | 23,999 | 24,193 | 23,088 | 23,049 |
| West Hawaii Today (Kailua-Kona) | 12,971 | 13,434 | 13,455 | 13,516 |
| Maui News (Wailuku) | 20,822 | 21,827 | 22,246 | 23,441 |
| Garden Island (Lihue) | 8,058 | 8,075 | 8,100 | (NA) |

NA Not available.

1/ Mornings, Monday through Saturday.

2/ Afternoons, Monday through Saturday.

3/ Mornings, Monday through Friday.

4/ Afternoons, Monday through Friday.

5/ Data through February 27, 1993 are for the *Sunday Star-Bulletin and Advertiser*; beginning March 7, 1993, for the Sunday *Honolulu Advertiser*.

Source: Audit Bureau of Circulations data provided to Hawaii State Department of Business, Economic Development & Tourism by newspaper publishers.